

## CLAIMS:

1. An image display apparatus (400) comprising:

- means (402) for receiving a video stream representing a series (100) of consecutive input images (104-108), with the series (100) of consecutive input images comprising a first image (108) and a second image (106); and

5 - a display device (406) for displaying a series (102) of consecutive output images (110-114) which are based on the series (100) of consecutive input images (104-108), characterized in that the image display apparatus (400) is arranged:

- to split the consecutive input images into respective first parts (128-132) and respective second parts (116-120); and

10 - to display a first one (112) of the output images (110-114) comprising a first block of pixels (136) corresponding to the first part (132) of the first input image (108) and a second block of pixels (124) corresponding to the second part (118) of the second input image (106).

15 2. An image display apparatus (400) as claimed in Claim 1, characterized in that the first parts (128-132) correspond to respective portions of a banner (300).

3. An image display apparatus (400) as claimed in Claim 1, characterized in that the first parts correspond to a subtitle.

20 4. An image display apparatus (400) as claimed in Claim 1, characterized in comprising user interface means (200) to provide location information of the first parts (128-132) to control splitting of the images of the series (100) of consecutive input images (104-108).

25 5. An image display apparatus (400) as claimed in Claim 4, characterized in comprising a first memory device for storage of the location information.

6. An image display apparatus (400) as claimed in Claim 2, characterized in comprising:

- a motion estimation unit for estimating motion in the first parts (128-132);
- processing means to calculate a time period during which a particular part of the banner moves from a first predetermined location relative to the display device (406) to a second predetermined location relative to the display device; and
- a selector to select a further one (128) of the first parts (128-132) of a further input image (104), on basis of the time period.

7. An image display apparatus (400) as claimed in Claim 6, characterized in comprising a second memory device (516) for storing the further one (128) of the first parts (128-132).

8. An image display apparatus (400) as claimed in Claim 1, characterized in comprising:

- a character analyzer designed to search for textual information in the first parts (128-132); and
- a comparing unit for comparing parts of the textual information with a predetermined string of characters.

9. A method of displaying a series (102) of consecutive output images (110-114) which are based on a series (100) of consecutive input images (104-108), with the series (100) of consecutive input images (104-108) comprising a first image (108) and a second image (106), characterized in that the method comprises:

- a splitting step of splitting the consecutive input images into respective first parts (128-132) and respective second parts (116-120); and
- a display step of displaying a first one (112) of the output images (110-114) comprising a first block of pixels (136) corresponding to the first part (132) of the first input image (108) and a second block of pixels (124) corresponding to the second part (118) of the second input image (106).

10. TV comprising an image display apparatus (400) according to Claim 1.